

What IS Sports Marketing

•Sports Marketing is the application of _____ principles to _____ and to _____ using sports.

•Simply:

☆Sports Marketing is the Marketing _____

☆Sports Marketing is Marketing _____

Marketing OF Sports

•Applying marketing Principles to the marketing of a
“ _____ ”

Types of Sports Properties:

—
—
—
—

“Playas” In Mktg OF Sports

- Teams
- Leagues
- Venues
- Athletes
- Agents

4 P's – Marketing OF Sport

•P =

—

—

•P =

•P =

•P =

Marketing OF SPORTS

Marketing THROUGH Sports

•Marketing of Non-Sports products or services using sports as a media

•Using a team or event for marketing

4 P's – Marketing Thru Sports

•P=

—

—

•P=

•P=

•P=

What is Marketed at Sports Events?

- _____ products or services
- _____ products or services
- _____ (Ideas)
- Other???

Marketing THRU SPORTS

Borrowed Equity

• _____ Marketing Through Sports

•Utilize the _____ of the event for _____

—Within _____ & Through _____

•Increase _____

•Increase _____

•Be More _____

•Reach the _____

•Build _____

•Develop a _____

Event Triangle

- The model for studying the _____ developed in Sports
- The Event Triangle emphasizes the _____ between producers and consumers in the sports marketing model.

Event Triangle

- Components of the Triangle:

—EVENT

—SPONSOR

—FAN

The “Event”

- The Event is the sporting event which will _____
- The Event can be _____.
- The Event may _____.
- The Event may provide an _____

Examples of Events

- Superbowl
- NCAA “March Madness”
- World Series
- UHSAA State Playoffs
- Junior Jazz Championship Tournament
- Your High School’s Homecoming
-
-
-

The “Sponsor”

- The Sponsor can use the Event to _____ for the company.
- The Sponsors can utilize the draw of the Event to _____.
- The Sponsor can _____ its relationship to further business _____.
- “Borrowed Equity”=

The “Fan”

- The Fan typically attends the Event as a source of _____.
- The Fan usually _____.
- The Fan may be exposed to _____.

Exchanges in the Triangle 1

- Event $\leftarrow \rightarrow$ Fan Exchanges

—Fan:

—Event:

Exchanges in the Triangle 2

- Event $\leftarrow \rightarrow$ Sponsor Exchanges

—Sponsor:

—Event:

Exchanges in the Triangle 3

- Sponsor $\leftarrow \rightarrow$ Fan Exchanges

—Fan:

—Sponsor:

Event Marketing Concerns

- Draw
- Promotion
- Sales Opportunities
- Ambush Tactics

The Fan's Role in Sports

•Fan = " _____ "

—Someone who is _____ in the event.

•Football, Basketball, Baseball, Golf

•Chess, Darts, Shuffleboard, Curling

— _____ is the reason for Sports Marketing

•IS the power behind _____ of sports

•IS the _____

•SHAPES the game with _____

Effects of Media Broadcasting on the Event Triangle

•Expansion of the _____

•Expansion of _____

•Expansion of _____ & _____ of the event and ancillary events.

—Examples: Cable, Satellite, Pay-Per-View

•List Examples of Marketing OF Sport

1.

2.

•List Examples of Marketing THRU Sport

1.

2.

3.

•Diagram Event Triangle & Exchanges for Three Events Below:

Event #1

S

Event #2

Event=

Event=

F

F

S

S

Fan =

Fan =

E

E

S

S

Sponsor=

Sponsor=

E

E

S

Event #3

Event=

F

S

Fan =

E

S

Sponsor=

E

S